



Club Report

FROM THE COIN COLLECTOR'S CAPITAL -- IOLA, WISCONSIN

VOL II

NOVEMBER, 1964

NO. 4

NEW, IMPROVED NUMISMATIC NEWS BEING PREPARED FOR EARLY 1965

Numismatic News, which has in the past given to its readers the best and latest in numismatic news, is always looking for ways in which it can better serve its readership.

To this end early in 1965 a signif-

icant advance will be made in the delivery of the "News" to its readership. Just as we first produced a neatly trimmed product several years ago, as well as being stapled so the pages will not fall out, we will soon

be starting to mail it fully wrapped with a new fold for better protection in transit.

This new method of delivery will commence early in the coming year when "Numismatic News" installs the industry's finest equipment for the folding wrapping, and mailing of publications.

Because of this improvement, and others which have taken place since our last increase in subscriber rates was taken several years ago, the constant large size of the issues, most of which contain nearly 128 pages, and a slight increase in postage rates, it is necessary that a new subscription rate of \$4.00 a year be established.

However, as a courtesy to our present subscribers, and to introduce new readers to "Numismatic News" at a bargain rate, we will continue to accept new or renewal subscriptions at the old \$3.00 rate until January 31, 1965.

Only by subscribing to "Numismatic News" can the reader avail himself of the many benefits which only the "News" provides, including the latest Tele-Quotes prices on United States, Canadian, and World Proof Sets, as taken right off the wire service, in cooperation with a panel of

Coins Annual To Present Numerous Numismatic Firsts

In keeping with the high standards of quality set by the staff of Krause Publications, Coins Magazine will present its first Annual Edition in January, 1965.

The enlarged Annual will be included as a regular part of subscribers' monthly issues, but will contain more than 128 pages packed with informative, interesting and highly readable stories, opposed to the 96 pages in the regular issues.

Large photos of coins will be featured throughout and the regular monthly features will be accompanied by a half dozen new columns and departments designed to appeal to a wider audience.

A wrap-up of the year's news, developments in coin prices, a brand-new pricing section on small-sized paper money, sources of foreign

coins; all these and many more departments will be augmented by fascinating stories about modern and ancient, domestic and foreign coins.

There will be a story on the development of gold coins, from the mining of the gold through the striking of the coins, another on the fabulous Brasher Doubloon and, to top off this new, beautifully illustrated and historical advance in numismatic publishing, there will be a fully illustrated, true adventure story about diving for sunken Spanish Treasure.

The Annual, included in regular subscriptions, will sell for \$1.00 on newsstands all over North America. If you cannot obtain a copy at your neighborhood newsstand, ask the newsstand dealer to send for some or write right away for your subscription.

Cont'd. on page 2

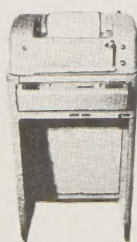
TELE-QUOTES Available In Pocket Size For Distribution At Shows

At the American Numismatic Association annual convention held in Cleveland this past August, we first produced and distributed a handy pocket size edition of our popular TELE-QUOTES feature from Coins Magazine and Numismatic News. This new presentation was such an im-

TELE-QUOTES
in handy
pocket size

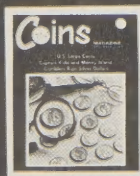
**TELE-
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from the
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service of a leading teletypewriter
circuit.



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in every issue of



Coins Magazine

and



Numismatic News

mediate success with those attending the convention, that it was decided to make these handy 24 page booklets available on a regular basis.

Copies of our up-to-date TELE-QUOTES are available for distribution at your up-coming show. Due to its handy pocket size, we are sure they will prove more popular with those attending your convention than the sample copies of Numismatic News previously sent out. It will enable convention goers to be up-to-date on prices while attending your convention. A handy rack is also provided for the display of this new idea in aiding the collector.

Requests should reach Iola at least three (3) weeks in advance of the date on which they are to be distributed, so we have time to process your requests and ample time is allowed in transit. When ordering TELE-QUOTES, please indicate the number of copies desired and where they are to be shipped. In addition, if they are to be shipped directly to a hotel or other public building, this should be stated, along with the name of a person who will be in charge of receiving the shipment.

We will also be glad to send copies of this new TELE-QUOTES booklet

out to regular club meetings, providing the same ample time is allowed for delivery as for those going to shows, and providing you state the number of collectors normally in attendance at regular meetings.

NEW NEWS

From page 1

prominent professional numismatists.

Having become the most widely quoted authority in coin collecting, the "News" is even recognized and quoted in the halls of congress. Its worldwide news and historical features keep you abreast of late breaking stories, as well as the real background behind them.

Where else can you get more for your dollar in this hobby?

Subscribe to "Numismatic News" for all the important coin news and dealer offerings in the year ahead, and do it at the bargain rate of \$3.00.

State - Regional Groups May Have A.N.A. Releases

From time to time the American Numismatic Association releases information to other numismatic publications for their use. Such releases concern official actions of the Association, plans for and progress of its activities, and more general information of interest to its members and others in the hobby. They do not include technical articles relative to numismatic items, fields of collecting, prices or commercial activities. These releases have been used by several numismatic publications, including two in Canada, since about July 1 of this year.

It has been decided to extend this service to those state and regional numismatic organizations which are A.N.A. members, and which issue some form of publication to their members. There will be no charge for

this service, nor will the organizations assume any obligation or responsibility in accepting it. The releases are not copyrighted and so may be published in full or in essence without formal acknowledgement, although the source should be indicated informally.

Any such publication will be put on the mailing list for these releases if it will make a request to the A.N.A. public relations officer, Glenn B. Smedley, 1127 Washington Blvd., Oak Park, Ill. 60302. The request should state the name and A.N.A. membership number of the organization, name of the publication, frequency of issue, deadline for receipt of material, and the name and mailing address of the editor. A copy of any issue of the publications using any of the released material will be appreciated by the public relations officer.

editorial: BUSINESS BEFORE HOBBIES

Anything an editor writes about the coin market this year is in danger of becoming ridiculously out of date by the time it is printed and distributed to the readers. I hope the following comments have some substance for awhile.

The decision by the United States Treasury Department and Congressional Committees to increase mint facilities and enlist outside aid from private industry for increased coin production is planned primarily to accommodate merchants who suffer from a short supply of "change" in the market place. This bold move, seen in its proper perspective, should be accepted as welcome news to all of us who are devoted to serving the coin collecting fraternity.

It is clear that the hoarding segment of the coin collecting group (no matter how small a part it may represent) is being neutralized by the projected law which would continue the date 1964 on all current coins, particularly the Kennedy Half Dollar, into next year. No 1965 date coins are in prospect as things now shape up. The announcement that additional mint facilities will become available by dropping proof set production when present orders are filled is obviously further evidence of the new mint policy of business before hobbies.

If I may venture an opinion about the impact this places on the hobby generally, I would say that it would

have a long-range good effect. As far as proof sets are concerned there have been other lapses and no investment in modern coins has had more over-all stability, considering quantities available, than has this category. I am confident that the Philadelphia Mint will resume proof set manufacture just as soon as the shortage is relieved. This phase of mint activity is a profit-maker and is so well established as to receive first priority when normalcy returns.

As for the projected abundance of coins dated 1964 and its relation to the collector I can only express a cautious, hopeful attitude. I believe that this development is a long-range blessing in disguise. Perhaps we can now accept, through an economic accident, a halt to the frantic hoarding by bag speculators, and slip into a much-needed breathing spell. Thinking dealers and investing collectors can expect nothing worse than a leveling off in values of recent date rolls, rather than a painful, chaotic period of dumping with resultant big price drops and rude disillusionment for many.

To have continued the bag and roll trading place for a few more months could have been disastrous. The bubble is even now pretty much oversized and the situation charged for a "bust."

Perhaps we all owe Miss Eva Adams and her Treasury Department Associates a sincere vote of thanks

for providing a way to sanity that we could not seem to find for ourselves.

This editorial message, authored by R. S. Yeoman, originally appeared as the lead-off item in the August-September 1964 issue of the Whitman Coin Supply Merchandiser. This organ is a periodic house organ distributed by the Whitman Publishing Company of Racine, Wisconsin, to its coin supply dealers across the country.

While the past couple of months have seen much of the furor and concern over Treasury Department decisions regarding U.S. coinage - the extended production of 1964 dated coins, the dropping of 1965 dated coins, and the absence of 1965 proof sets - ease, Mr. Yeoman makes a number of statements on the status of our hobby which are worthy of consideration at any time.

Certainly, as he indicates so well, we must all come to the realization that the Treasury Department must think first of the need for an adequate supply of circulating media in the in the commercial channels, before it can give any thought to collector desires, rather these desires be for services on which the Treasury realizes a profit or not.

It is better for any government agency to displease the few, rather than to inconvenience the many. This choice has always been, and must continue to be, the proper one in a truly free society.

Award Program Developed For Club Participation

by Don Dowe

In order to stimulate year round participation of Arizona Coin Collectors in their club functions, an awards program has been adopted by many of the state clubs. The idea being used was developed after considerable discussion and after several plans had been discussed informally and at club meetings.

The problem of wide member participation in giving talks, exhibiting, writing articles for club newsletters, and helping on committees presented a challenge that definitely needed a solution. The alternative was to have club meetings eventually deteriorate to being nothing more than bourse and auction events.

At our forthcoming State Convention we will again have trophies, designed strictly for this event, for the exhibitors, but, in addition we will have a series of awards for those members of Arizona coin clubs who have shown the most interest, concern, and participation in their club work and numismatics in general through out the year of 1964. For this year the plan is kept simple, but with the understanding it will be modified for the year of 1965 to remove inequities which surely will arise.

Each club within the state has a membership badge for its members, which has on it the club emblem, provision for the members name and is constructed to hold bars which can be attached. This is similar to the ANA convention badge and its yearly bars. Anytime a member gives

a talk, or exhibits at a club within the state, he is given an appropriate bar. Qualification for bars are as follows.

Speaker Bar—A talk of a numismatic nature given at any club of any type. Said talk to be given but once before same group in any one year.

Exhibitor Bar—For any exhibit of a numismatic nature, displayed at any club meeting or show, or at any private or public function.

Officer Bar—Presented upon installation to an elective office in a coin club.

Committee Bar—For serving on any committee.

Booster Bar—This is a catchall award, given at the direction of the of the award committee for the promotion of the club or the hobby as a whole. Can include, but is not restricted to, writing reports of club activities for news media, membership work, etc.

Attendance Bar—Attendance at 50% of the business meetings of the club of which he is a member.

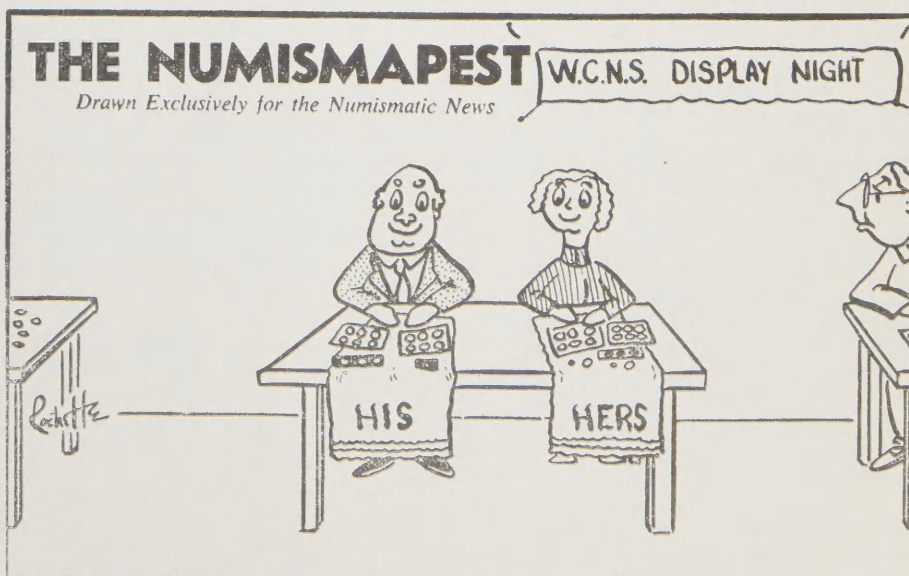
What does this program cost? Not much according to the participating clubs. They all needed membership badges anyway so they were glad to pay \$1.00 each for their individual badges with their emblem on them. For the bars they pay 20¢ each, a low cost to entice someone to make a talk, show an exhibit, or volunteer for a committee.



Some clubs within the ASNA have less than 25 active members and to get their badges at \$1.00 each was an extreme bargain, one club though, has already purchased 200 badges, and over 100 bars for the awards.

If any club, local, state, or regional, is interested in instituting a similar plan, and if the club is a member of the ANA, they can, by furnishing a line drawing of their club emblem, place an order for not less than 25 badges at \$1.00 each.

Sales and the castings for this program are made by 2 D Casting, Box 5238, Phoenix, Arizona, 85010.



Availability Of Up-To-Date Roster A Samples For Must For Club Report Club Members

In our endeavor to expose the greatest possible number of potential subscribers to the collector publications emanating from The Coin Collectors' Capital, we ask that all club secretaries kindly announce the availability of free samples. The secretary should be careful to announce our address for those new collectors who might not be fully aware of the location of The Coin Collectors' Capital.

Any club members who are not subscribers to either Numismatic News or Coins Magazine, or both, are invited to send requests for free samples. All requests for samples are honored, and they are filled as soon as possible after they are received.

Requests of those desiring to receive a free sample copy of either or both publications should be addressed

In order to assure your club of receiving this Club Report, and other club aids which are mailed from The Coin Collectors' Capital during the course of the year, as it is published, it is necessary that past and present club officers cooperate in helping keep our club roster up-to-date.

The proper person to who all mailings should go is the secretary, but

ed to the Circulation Department, in care of the publication desired, Iola, Wisconsin, 54945.

To make it easier for those collectors who are not at the present subscribing to either the News or Coins, and who would like to examine both publications, we will gladly send samples of each, although the request need be sent to only one of the publications, indicating in the request that both are desired.

if we are not kept informed of the changes in this office they will go astray. Any mailing which is not received by the proper person, can quite easily result in the material becoming lost, and of no use to anyone.

Contained on the cards maintained in our club file are the name of the club, and the name and official mailing address of the secretary. Other information maintained on these cards along with these vital mailing facts is information on the regular meeting place, and the number of members in the club.

Changes in any of this information creates a situation where we like to have the club secretary give us official notice either in a letternote or on a post-card. All such information should be addressed to: Club News Editor, Numismatic News, Iola, Wisconsin, 54945.

Coins Magazine Editor Varner Has Lively Interest In Field

Joining the editorial staff at the "Coin Collectors' Capital" in June of 1961, Alfred J. Varner has had a ringside seat for observing the many changes in the vibrant hobby of numismatics in recent years.

An avid hobbyist, Al has a wide range of interests outside his chosen field of journalism, a lively interest in numismatics luring him away from journalistic pursuits in other fields.

Having hardly settled down behind his desk, Al was off on his first project for Numismatic News, the presentation of the popular "Passport to Numismatics," a first-hand report on the European numismatic scene as he saw it during a late summer tour.

Hurrying back from Europe in late September, Al was on hand to launch the first issue of Coins Magazine (Coin Press) in October of 1961, and he has been guiding its fortunes ever since. He has witnessed its circulation grow from an initial 5,000, to more than 100,000, with the forthcoming first Annual issue being projected for 125,000.

In August of 1963 Krause Publications launched "The Coin Dealer," a monthly magazine distributed free of charge to dealers all across North America. This publication also enjoyed the early tutelage Al, though with the increased circulation and

size of Coins Magazine and the addition of a Book Division, he has had to shed himself of these responsibilities.

Another of the many projects he has undertaken, the Book Division has already produced "Coins - Questions & Answers," "Coins - Price Book of U.S. and Canadian Coins," "Confederate and Southern Currency," and "Paper Money of North America." A number of other volumes are currently in various stages of production or planning. On all of these volumes Al has supervised their production.

Although originally a citizen of Wisconsin, Al took up residence in Minnesota after a two year hitch with the Army. There he attended the University of Minnesota, coming to Iola immediately after his graduation.

Outside of numismatics, he is as a hobbyist an accomplished photographer, a singer of some note, and a lover of competitive sports and most outdoor activities.

His background has been nearly as broadly variegated. Work as a mechanic, cook, compositor-printer, minister, radio announcer-producer-director, truck gardener, trade magazine editor, and eight years of college have all contributed to, in his words, "rounding out my personality - and in fitting me for my vocation."





"Well, wasn't that nice? You say Freddy took thirty or forty of your coins and traded you a genuine little Martian playmate?"

IDEAS FOR ARRANGING CLUB PROGRAMS

Many inquiries continue to come from club officers asking for advice in arranging for programs at club meetings. This makes it appear appropriate to feature this subject in this issue of the Club Bulletin.

A previous issue of the Club Bulletin, revised and reprinted in May, 1962, was devoted to the subject "Suggestions For Organizing A Coin Club." This contained brief suggestions for club programs to help new clubs get started. What clubs request is a wider range of ideas with more specific details on how to go about carrying out these ideas.

In the treatment of this subject we shall not try to show how club affairs such as the order of business, reports, and refreshments should be conducted. This was covered in sufficient detail by the above issue of the Club Bulletin. We can advise, however, that this should not consume too much of the club meeting time.

It must be stressed at the outset that numismatic education is the broad basic principle upon which coin club activities must be built in order to attract and hold members. Unless clubs adopt this basic principle and stay with it, they will not go very far toward becoming a strong and enduring numismatic organization.

In recent years, with many clubs being formed within short traveling distances of each other, coin collectors commonly go to meetings of many of the nearby clubs. After visiting them several times and observing how meetings are conducted they will make a choice of the club which they will attend regularly and to which they will give their time if asked to participate in the work of operating the club. In most cases they will select the club that offers the most in educational programs.

Visiting and speaking before numerous clubs in the course of my duties as Second Vice President of ANA, in charge of club relations, has afforded many opportunities to personally observe how meetings are carried on by clubs. Some give scant attention to educational programs and will hardly pay attention to speakers, even the best of them, who appear before them. The members are too much absorbed in swapping, trading, or just talking coin business. Sometimes club officers themselves show little of the courtesy due a speaker, with the result that ultimately no outside speaker of worth will accept an invitation to appear before that club. Clubs that do this constantly start to fall behind and in time may disband and go out of existence.

On the other hand, a club should not become too erudite and intellectually high brow. Occasionally, there is a tendency in some clubs toward this extreme, but it is not common any more and therefore does not pose much of a problem. Most of the genuine numismatists like to impart their superior knowledge to others who are less learned.

Having laid the base on which club programs should be built, we can go ahead to enumerate and outline the vari-

by Herbert M. Bergen
2nd Vice-President
American Numismatic
Association

ous types and kinds of programs that are in use and can be recommended.

ANA COIN SLIDES: The use of ANA slides for club programs has always been urged by the Club Bulletin and it has become a favorite form of program for many clubs everywhere. New subjects continue to be added to the list which space will not allow to be given here. Clubs can secure these slides from Michael Dolnick, 6720 N. Seely Ave., Chicago 45, Illinois. It is suggested that clubs wanting to use these slides have available a good projector and screen for showing them, as well as showing slides that can be obtained from other sources.

SPEAKERS: At least half of the monthly club meetings should feature a speaker of recognized ability who will talk on some phase of numismatics. Clubs having among their members persons who can serve as speakers should give these members frequent opportunities to give a program. It is a good idea, also, to hold these members in reserve to fill in for programs that have to be cancelled on short notice. But the use of these members should not be carried too far for even the best speakers will show wear from too much use in one spot.

The easiest way to procure speakers for programs is to get them from neighboring clubs that you know have good speakers in their membership. In some areas a group of clubs or regional associations have an interclub council that compiles a list of speakers from member clubs. By using this list, speakers can be contacted directly and arrangements made for appearance on club programs. The best speakers are naturally in the greatest demand and so requests for

This article was first presented in a recent issue of the "Club Bulletin" issued by the American Numismatic Association. This publication, issued periodically, is distributed free of charge to the member clubs of that organization, it being devoted to the advancement of coin clubs. Those clubs who are not members of the ANA should contact Jack R. Koch at 3520 N. 7th St., Phoenix, Arizona, 85014, for further information, as he is in charge of club projects.

speaking dates should be made far ahead of the meeting time.

Club officers should always be on the alert for possible visits to the club area by prominent numismatists or officers from regional and national organizations who might consent to come to club meetings if it fits their travel schedule. Clubs can change their regular meeting time or call a special meeting of members if the occasion seems important enough to justify this. Your Editor had an experience where a special meeting was called, with the result that the club had the largest attendance it had recorded in over a year and the club president later said that the club was revitalized at a time when interest and attendance were on the wane.

In speaking to many clubs it has been found that members in most clubs like talks best in which the accent is on numismatics, especially if the talk is illustrated by a display of some or all the numismatic items that are mentioned. It is not always practical for speakers to bring with them a display that will cover the subject of the talk. Therefore, local club members who collect items in the subject classification should bring them for exhibit.

Officers in charge of arranging club programs should keep in mind that there are months of the year in which some subjects are most meaningful. For example, in the month of February we celebrate the birthdays of Abraham Lincoln and George Washington. Programs featuring either Civil War Tokens or Fractional Currency, or Lincoln Cents, would be a fitting tribute to the Great Emancipator, while either Colonial Coins or Currency, Washington Medals, or any Early U.S. Coinage would pay honor to the Father Of Our Country.

DISPLAYS: Although pictures, books, and speakers are all essential means for conveying numismatic knowledge, none can be more effective than a display of the actual numismatic object itself. Club meetings are always benefited by displays, even when slides are shown or speakers appear. Members do not only help others by showing what they collect, but they help themselves. Some may spend years collecting material in certain numismatic fields, but they will never know and appreciate fully what they have until they undertake to get it organized and arranged for a display.

Members who show what they have do not only share their knowledge with others, but they can thus learn the art of displaying. In time they will know how to form an exhibit that is worthy of competition in regional coin shows or conventions. The local club can hold display contests, not only for the best display at one meeting night but over a year's time. Besides giving awards for the displays that are judged to be the best, recognition by the club can also be given for the

(Cont'd. next page)

PROGRAMS

(Cont'd. from previous page)

most improvement by a member during the year.

Some clubs set aside one meeting during the year as a display meeting in which all members are asked to participate. To make the show more interesting, exhibitors can each be asked to speak about their displays for not more than three or four minutes. This also gives exhibiting members a chance to get on their feet and express themselves. It is a good way to find out if there are good speakers in the membership.

It is even a good idea for members to bring displays of material that comes under the title of a set of ANA slides that is being shown for a program.

COIN LIBRARY: There are clubs that keep a library for their members. Books are issued for circulation at club meetings. It takes time to form a library and it takes the work of interested members to keep it going. It is a worthy educational project for any well established club. Out of this can come subjects for club programs such as panel discussions of certain books or articles. In this connection, numerous clubs have found the Coin Quiz to be an interesting program. For any member to engage in a panel discussion or a coin quiz, there must be at hand books or reading material that can be studied in preparation for a discussion or quiz.

LOCAL CLUB NEWSLETTER: In order to keep the membership up-to-date on what is going on in numismatics during this exciting period of the hobby, a monthly news letter or bulletin sent to the club members can become a valuable program or activity. To do this effectively requires a good deal of time and effort by persons who have the ability to report and write. This is a worthy club project if qualified workers are available in the club. Otherwise it should not be attempted.

We now have weekly coin journals in addition to the various monthly coin magazines and publications to which members can subscribe. Some of these are giving special attention to serving coin clubs. Although coin clubs can derive certain benefits from their free services, it is still important for clubs that are members of ANA to keep in close touch with the parent numismatic organization which publishes *The Numismatist*, the finest numismatic journal since the turn of the century. The club secretary should keep the members informed of its contents every month. Articles that appear in this journal can be made the subject of panel discussions by club members.

COIN WEEK: Sponsorship of National Coin Week by ANA has long provided a yearly event in which all coin clubs can and should participate. Club meetings in the month in which National Coin Week occurs can feature a program that is tailored to the theme chosen by ANA for the occasion. This is a worthwhile project that clubs should not overlook.

COIN SHOWS: The more ambitious larger clubs have in recent years staged coin shows or coin-o-ramas once or twice a year at which attendance is invited from places far beyond the local club area. This activity is not advised for average or smaller coin clubs. It is best adapted to regional numismatic organizations that do not hold monthly meetings but center their attention on annual or semi-annual convention meetings. As a rule these larger shows are of necessity dependent on the support of coin dealers. Local clubs are advised to help stage conventions held by their regional associations. This gives their members the chance to participate and to attend such major shows.

AUCTIONS: One of the key attractions at coin club meetings is the auction of coins for the account of members. It is usually a part of every meeting program. It always follows the speaker and display program. Newly organized clubs that want information on how to hold auctions at club meetings should talk to members of neighboring clubs that have had experience in conducting them. The requirements and rules may vary from place to place, depending on local conditions. No attempt will be made to give detailed information here because space is limited, but one bit of advice may be in order. Auctions require a lot of work by club members and continuing problems always demand attention by the club officers.

Some clubs stage variations from the regular auctions by holding swap sessions or trade fairs something on the order of the flea market. Another variation from the regular club auction is to plan a special auction that features above average material of more than ordinary value. In such cases the material is list-

ed and the list is distributed to the membership before the auction or meeting date. If there are many lots to be offered and it takes the entire meeting time to dispose of all the lots, then no speaker or other form of program can be planned.

COIN DEALERS: In recent years many coin clubs have allowed dealer members to buy and sell coins at tables or booths provided for them by the clubs. Some of the older clubs still do not permit this. The pros and cons of this practice will not be argued here, but it should be said that some clubs have let dealers dominate club activities to the exclusion of other features that give the club a balanced program. Ultimately this will hurt a club. One of these dealer-dominated clubs recently reported that dealers are no longer allowed to have bourse tables at club meetings, and that attendance at meetings has since improved. Your Editor is not opposed to having dealers keep shop at club meetings, but opposition must be registered where this operation interferes with the normal conduct of club meetings, and particularly with speaker programs. It is the behavior of dealers who keep shop at club meetings that determines whether their presence is a benefit to the club.

RAFFLES: It has become customary for most clubs, in order to help defray the cost of rent, refreshments, and other hired services, to sell raffle tickets to those in attendance. Tickets are drawn from a container, and the ticket numbers drawn receive prizes, usually a coin or other numismatic item. This appeals to many who would rather buy a chance on a prize to help pay expenses than to pay higher dues. There is nothing very objectionable about this, unless it is the tendency for some clubs to offer more valuable prizes for the purpose of increasing the attendance. Where this has been tried by offering gold double eagles instead of gold quarter eagles as a prize, the effect has been to gain attendance for a meeting or two, but after that extra lure wears off and the extra cost of the big prize does not pay off. The biggest difficulty then is to revert to the gold quarter eagle as the top attraction. Going to excess can easily spoil a good thing. Raffles should not become the means for attracting new members.

This presentation of ideas for arranging coin club programs is offered as a general reference to be used by club officers in planning for club meetings. There are many details that have to be filled in by club officers themselves, depending, of course, on the local conditions by which they have to be governed. If any clubs want to comment on this presentation or have any questions, it will be good to hear from them.

ATTENTION

We have punched this Club Report so that it can be easily inserted in a standard three-ring binder. This has been done so that the club secretary can easily keep the issues on file for future reference. New subjects pertaining to the improvement of club activities will be treated in each issue, with no immediate rehashing of old subjects. So, in order to keep these ideas at hand for use in the future, it will be necessary for the club secretary to retain all issues, passing them on, at the end of the term of office, to the next person holding the office.

The Club Report is released periodically by Krause Publications, publishers of *Numismatic News*, *Coins Magazine*, and *The Coin Dealer*. Intended to aid in the successful organizing and promotion of local coin clubs, it is mailed free as published to the secretaries of all numismatic organizations, and in turn should be made available to others in the official family of the club. It is recommended that all issues be retained on file for future reference, and for this purpose they are punched for easy insertion into a standard three-ring binder. Any correspondence relating to this publication should be addressed direct to the, Club Report, Krause Publications, Iola, Wisconsin, 54945.